UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Information Service
150 Broadway
New York 7, New York

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TO: All Users of YOUR FAMILY'S FOOD

The attached script is the final issue of YOUR FAMILY'S FOOD. Starting next week we will issue in its place a bi-weekly script entitled AGRICULTURAL MARKETING, which will deal with PMA activities in the marketing field as they affect farm products. The first of this new series will be mailed from here on Friday, June 20, for use during the following two-week period. Succeeding scripts will be mailed at two-week intervals.

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YOUR FAMILY'S FOOD

For the week of June 16, 1947

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1. ANNOUNCER: ...YOUR FAMILY'S FOOD...a program about the things your family eats and the factors affecting their supply... brought to you as a public service by Station _____, in cooperation with the U. S. Department of Agriculture. In our studio today, with all the latest news about your family's food, is _____, of the Production and Marketing Administration.

2. PMA: Latest news is right, _____, because today I came armed with the Bureau of Agricultural Economics' newest crop and situation reports.

3. ANNOUNCER: Then let's waste no more time in preliminaries. We'll just imagine that that bulging sheaf of papers you have there is a crystal ball. Can you gaze into that crystal ball, _____, and tell us whether we'll have another whopper of a crop this year?

4. PMA: I'll try...But the crystal ball seems to be cloudy. All I can make out is the word "corn" and a big question mark.

5. ANNOUNCER: I wonder what that means.

6. PMA: The crystal ball doesn't say. Perhaps we'd better put it away and look at the crop report itself.

7. ANNOUNCER: ...And what do you find there?

8. PMA: Well, here it says that prospects for another big crop year in 1947 depend largely on corn.

9. ANNOUNCER: Why, I read recently that we were going to have a big crop of many grains this year.

10. PMA: So we are. We've already begun to harvest the nation's first billion-bushel winter wheat crop.

11. ANNOUNCER: That's what I meant.

12. PMA: And the spring wheat crop which was just planted isn't expected to be a slacker either. Taken together we are likely to see a total 1947 wheat harvest in the neighborhood of one billion 400 million bushels.

13. ANNOUNCER: That's a nice neighborhood.

14. PMA: Of course oats production will be down sharply from last year. And, while the barley crop will be above that of 1946, it will still be below average.

15. ANNOUNCER: But you still haven't answered my question. Why did you say that total 1947 crop prospects depend largely on corn?

16. PMA: As you may have read, all spring-planted crops have been delayed by prolonged periods of cool and wet weather East of the Rockies. On June 1 much of the acreage that was intended for spring seeding hadn't even been planted.

17. ANNOUNCER: And since then, I suppose, the floods in many parts of the country have further upset farmers' plans.

18. PMA: Exactly. That's the reason the economists can't make definite predictions about total production for the year. Too much depends on how these spring-planted crops turn out. And of these crops corn will be the deciding factor in the total.

19. ANNOUNCER: In other words if these spring-planted crops go into the ground too late they may be hit by freezing weather before harvest. What are some of the other highlights from the June crop report, _____?

20. PMA: Both milk and egg production continued at very high levels during the month of May. On June 1 milk production per cow was the highest ever recorded for the first of any month. The chickens have been working overtime too. Egg production per layer during May was also the highest on record. The fruit situation is encouraging, too.

21. ANNOUNCER: That's my dish. Tell me more about the prospects for the fruit crop.

22. PMA: Well there was some freeze damage reported from the Appalachian area, but taking the country as a whole we can look for a deciduous fruit production almost as large as 1946.....deciduous fruits, you know, means roughly all fruits except citrus. Fruit production was at an all-time record high level last year, you may remember.

23. ANNOUNCER: Let's get down to cases. What are the prospects for individual fruits?

24. PMA: Very well, I'll go right down the list. Cherry production will be about average. Crops of pears and plums will be near record. Prunes may be a little above average but less than last year. Apricots and apples will both be a little less than average. The condition of all varieties of grapes in California is favorable and so are prospects for all tree nuts. And we're told that the outlook for citrus crops during 1947-48 is also good.

25, ANNOUNCER: How does the peach crop shape up? We had a record crop last year, I recall.

26. PMA: Yes, and this year's production promises to top even that. In fact we may have the third record-breaking peach crop in succession.

27. ANNOUNCER: All this will be good news for our women listeners who are planning to do canning this summer.

28. PMA: That's right. With household sugar rationing ended and with big fruit and vegetable crops in prospect, there should be more canning done this year than ever before.

29. ANNOUNCER: You haven't said anything about vegetables yet.

30. PMA: Well the BAE tells us that tonnage of commercial truck crops will be about average, though it may be about one-eighth under last year's production. We'll have a smaller output than last spring for all truck crops except snap beans and watermelons.

31. ANNOUNCER: That's only for spring crops. What's the outlook for the summer vegetable harvests?

32. PMA: There's no definite estimate on that yet because the summer season is running one to three weeks later than usual. In general, though, it is expected that most summer truck crops will be near-average or better.

33. ANNOUNCER: Does that about cover the general crop picture?

34. PMA: Just about. Now I want to pass along to our listeners the most recent reports on the situation for meats and for fats and oils.

35. ANNOUNCER: Fine. Let's look at meat first.

36. PMA: Ok. According to the BAE civilians will have an average of about 150 to 155 pounds per person during 1947. That will be a little more than last year and the largest in over 35 years.

37. ANNOUNCER: That's certainly good news. But I notice that the report says that 1947 production will be only the fourth largest on record.

38. PMA: True enough. Total production will run about 23 billion pounds --- about the same as last year. The reason we will have such large civilian supplies is that military purchases and foreign exports of meat will be a great deal lower than they were last year.

39. ANNOUNCER: I wanted to ask you about that. You know, meat prices...especially beef...have gone up lately. I've heard that one reason is that a large part of our meat supply was being exported. What about that, in view of what you said.

40. PMA: I'm afraid that there's nothing to back up that idea. The other day Secretary of Agriculture Anderson pointed out that meat exports this year are so small that they could not possibly have much effect on domestic meat prices. Meat can't be exported except under export allocation.

41. ANNOUNCER: How much meat is allocated for export, _____?

42. PMA: The export allocation for the current quarter is only about 3 percent of our total production. As a matter of fact, the Secretary has said that it doesn't look as if foreign governments are going to buy all of the small amount they have been allocated during this quarter.

43. ANNOUNCER: Then how do you explain the fact that meat prices are so high in my neighborhood?

44. PMA: Frankly I can't explain it entirely. Prices that farmers have been receiving for livestock in recent weeks have been high, but they don't warrant some of the really steep increases in meat prices we've seen lately. One of the important factors, undoubtedly, is that consumer demand for meat continues to be strong. Consumers are demanding .... and eating .... more meat than ever before.

45. ANNOUNCER: Are prices likely to stay this high?

46. PMA: No. It's likely that they'll drop off as hot weather sets in to stay. But for 1947 as a whole they'll probably average the highest on record.

47. ANNOUNCER: In any case, though, there will be plenty of beefsteaks and pork chops?

48. PMA: You're right about the beefsteaks, but not about the pork chops. The report tells us that we can look for a lot more beef and veal this year --- possibly the largest amount on record. However, smaller production of pork and lamb will mean that total meat supplies will be about the same as last year.

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49. ANNOUNCER: Now what about fats and oils?

50. PMA: Well, for the rest of this marketing year... that is, until October...production of all fats and oils except one will be down seasonally. The one exception is butter, where production will reach its seasonal peak in July.

51. ANNOUNCER: What happens after October?

52. PMA: Here again a great deal depends on this summer's growing weather. If conditions are favorable we'll probably have a substantial increase in domestic production during the 1947-48 marketing year for edible vegetable oils, lard, and linseed oil.

53. ANNOUNCER: But I suppose that a great deal still depends on imports.

54. PMA: That's right. Import and export controls on fats and oils expire at the end of this month so we can't be certain what will happen after that time. But at best it's not likely that fats and oils consumption will go back to pre-war levels during the 1947-48 year.

55. ANNOUNCER: I can see what's coming now. You're going to tell our listeners that saving used fats is still the order of the day.

56. PMA: You guessed it. It's still very necessary that housewives save every ounce of used fats that they can. While we know that we are going to get more edible fats and oils, the situation for inedible fats and oils is still pretty clouded. That means that the more waste househould fats that are turned into the corner butcher store the better supplies we can expect of soap, refrigerators and other industrial products that mean so much to the average consumer.

57. ANNOUNCER: Then our message to Garcia today is that every housewife should keep on salvaging every last drop of kitchen fat.....The clock says we have to move along now. What's next on the agenda?

58. PMA: While we still have a few moments I want to list the plentiful foods that we may look for this week.

59. ANNOUNCER: From what I've seen, there should be lots of fresh vegetables right now.

60. PMA: Yes...all Northeast markets have a good supply of home-grown or native produce. Prices on many items are lower than they've been for quite some time, too. Some of this local bounty includes lettuce, radishes, all sorts of greens for salads or cooked dishes, beets, and rhubarb.

61. ANNOUNCER: Let's see...we must be nearing the end of the asparagus season in this section.

62. PMA: Nearing the end, perhaps, but there's still plenty of good "grass" on the market. Unfortunately, prices have been too low in many places.

63. ANNOUNCER: Too low! Is that possible?

64. PMA: Of course it is. Wholesale prices at times have barely covered the cost of the boxes and transportation. As a result, some farmers aren't even offering asparagus. That's why I used the word "unfortunate".

65. ANNOUNCER: Maybe if everyone eats a couple more stalks of "grass" it'll help some. Now, what else is plentiful?

66. PMA: Well, there're tomatoes and cucumbers shipped in from Southern states. Snap beans are plentiful, too, and New Jersey peas have started to market. Don't overlook cabbage, either. Then I should mention potatoes and onions.

67. ANNOUNCER: How about fruit?

68. PMA: Old favorites such as cantaloupe and watermelon are on many markets now. The strawberry season is moving Northward, so that supplies in New England are good now. And oranges continue plentiful in many places, too.

69. ANNOUNCER: At which point it's time to say, "thanks for being with us today, _____." Friends, Mr._____ is a representative of the Production and Marketing Administration office in _____.

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